



PHOTOGRAPHER ALLEY RULES & REGULATIONS

Event Details

Visual Arts Expo (VAX) 2026

31st October - 1st November 2026 (Saturday to Sunday)

Taylor's University Lakeside Campus

9:00am - 6:00pm / 5:00pm (on Sunday)

Rules & Regulations (R&R)

By submitting an application to participate in Photographer Alley, the applicant acknowledges that they have read, understood, and agreed to comply with all Rules & Regulations ("R&R") stated herein.

Applicants and booth owners are strongly advised to read these R&R carefully before submitting an application. By participating in Visual Arts Expo 2026, all booth owners agree to be bound by these terms and any additional instructions issued by the Organiser.

Terms and Conditions

For the purposes of these R&R:

- **“Visual Arts Expo”, “VAX 2026”, “VAX” or “Event”** refers to Visual Arts Expo 2026, scheduled to take place at Taylor’s University Lakeside Campus from **31 October to 1 November 2026**.
- **“Organiser” or “Walkure”** refers to Walkure Events.
- **“Booth Owner”** refers to any individual or participant who rents a booth within Photographer Alley for the purpose of promoting, selling, displaying, and/or advertising their products or services during Visual Arts Expo 2026 at Taylor’s University Lakeside Campus.

Visual Arts Expo reserves the right to amend, revise, or update these Rules & Regulations at any time without prior notice.

1. Visual Arts Expo and Taylor’s University Lakeside Campus shall not be held responsible or liable for any loss of sales, personal belongings, merchandise, property, or emotional distress arising during or in connection with the Event. Booth owners are solely responsible for the safekeeping of their belongings and merchandise.
2. Visual Arts Expo and Taylor’s University Lakeside Campus shall not be responsible or liable for products or items sold by other booth owners. However, if a booth owner is found to be selling another participant’s work without authorisation or engaging in suspected copyright infringement, the matter may be reported to the Organiser for further investigation and appropriate action.
3. Booth owners shall at all times indemnify, defend, and hold harmless Visual Arts Expo, Walkure Events, Taylor’s University Lakeside Campus, and their respective representatives against any loss, cost, damage, liability, claim, or expense arising from or in connection with the booth owner’s participation in the Event, including any breach of these R&R.
4. Booth owners must refrain from any act, omission, conduct, or activity that may endanger themselves, other participants, attendees, staff, venue personnel, or any other person, or that may cause damage to property or otherwise create a hazardous situation.
5. In the event of any discrepancy, ambiguity, misstatement, omission, or error between the English version of these R&R and any translated version, the **English version shall prevail**.

Event Health & Safety Measures

The Organiser may implement health and safety measures in accordance with prevailing Malaysian government requirements, venue requirements, and public health considerations at the time of the Event.

Booth owners and attendees are expected to comply with all applicable health and safety requirements and instructions issued by the Organiser and venue.

Where applicable:

- Face masks may be worn at the individual's discretion, subject to prevailing government and venue requirements.
- Participants are encouraged to maintain good personal hygiene and practise proper respiratory etiquette.
- Participants are encouraged to sanitise or wash their hands regularly.
- Participants who are unwell or experiencing symptoms of an infectious or contagious illness are strongly encouraged to notify the Organiser and refrain from attending where appropriate.
- All participants must comply with any additional health and safety measures implemented by the Organiser during the Event.

Important Information

1. Application to Participate in Photographer Alley

1.1 Eligibility Criteria

1.1.1 Attendance and Booth Operation

Booth owners must be available to attend Visual Arts Expo 2026 and operate their respective booths throughout both (2) event days. Standard booth operating hours are from **9:00 a.m. to 6:00 p.m.** Booth owners are only permitted to commence packing up or dismantling their booths from the designated breakdown time onwards.

1.1.2 Nationality and Travel Requirements

Booth owners of all nationalities are welcome to participate.

- A. **International photographers:** Applicants are responsible for ensuring that they possess the appropriate travel documents, permits, visas, or other authorisations required to participate in and operate a booth in Malaysia.
- B. Applicants who require assistance or further clarification regarding the relevant documentation may contact **sales@vax.asia** for advice and consultation.
- C. The Organiser shall not be responsible for any issues arising from an applicant's failure to obtain the necessary travel or immigration documentation.

1.1.3 Registration Form

Applicants are responsible for completing the Registration Form fully, accurately, and truthfully, and submitting it within the stipulated registration period.

1.1.4 Email Communication

Booth owners must be able to receive, monitor, and respond to communications from the Sales Department via **sales@vax.asia** throughout the application, payment, and Event participation process.

1.2 Registration Process

1.2.1 Rules & Regulations

Applicants are required to read and understand these R&R thoroughly before submitting their application. Should applicants have any questions or require clarification, they may contact **sales@vax.asia**.

1.2.2 Online Registration

Applicants must complete the Registration Form fully and accurately. Providing complete and accurate information will facilitate the application and selection process.

Payment instructions will be provided via email. Applicants are therefore responsible for ensuring that the email address provided is correct and regularly monitored.

Any applicable booth security deposit refund will be processed via online bank transfer. Applicants must ensure that their banking information is complete and accurate.

Registration will close on **20 September 2026 at 11:59 p.m. (Malaysia Time)**, or earlier if all available Photographer Alley slots have been allocated.

1.2.3 Eligibility Screening and Selection

All applications will undergo a screening and curation process before final selection. Applicants are responsible for ensuring that all information submitted in the Registration Form is complete, accurate, and truthful.

Incomplete, inaccurate, misleading, or false information may result in disqualification.

Each accepted application shall constitute **one (1) entry**. Any applicant found to have submitted multiple applications under different names or identities will have all related applications immediately rejected.

1.3 Payment

Successful applicants will receive an email containing the applicable payment details. Selected applicants must complete payment within the payment period stated in the invoice.

1.3.1 Booth Fees

The applicable booth fee must be paid **in full** to confirm and secure the booth allocation at Visual Arts Expo Photographer Alley. Only local bank transfers are accepted at this time.

Booth	Photographer Alley
Fees	RM500 (rental) + RM100 (refundable security deposit) Total = RM600 only
Included	1 Booth Space 1 Plug Point Access + 2 Photographer Alley Tags
Add-on Items	RM70.00/tag (Maximum of 2 extra tags per booth)
Area Size	4m (depth) x 3m (width)
Note	Sales of photography services, and photography products only

Table 1: Photographer Alley Booth Details

1.3.2 Refundable Security Deposit

The full security deposit will be refunded to the bank account provided in the Registration Form within **thirty (30) days from the end of the Event**, subject to compliance with these R&R.

To qualify for a full security deposit refund, booth owners must:

- Comply with all applicable R&R throughout the Event.
- Ensure that the banking information submitted in the Registration Form is complete and accurate.
- Allow the Organiser the stated processing period to complete the refund via online bank transfer.

1.3.3 Late Booth Payment

Applicants must complete payment within the payment period stated in the invoice or payment notification issued by **sales@vax.asia**.

If full payment is not received within the stipulated payment period, the Organiser reserves the right to cancel the booth allocation and offer the booth to another successful applicant, particularly where the selected applicant is unresponsive or unable to fulfil the payment requirements by the stated deadline.

1.3.4 Cancellation Policy

If a booth has been allocated and payment has been completed, a full refund may be claimed provided that the cancellation request is submitted **in writing to sales@vax.asia no later than 30 September 2026**.

Any refund request for booth cancellations submitted after **30 September 2026** will not be entertained.

2. **Booth Information for Photographer Alley**

2.1 **Booth Space**

Each booth measures **3 metres in width x 4 metres in depth**. No additional fixtures or furniture are included with the standard booth allocation.

Photographers may install their own backdrop or decorate their booth, provided that all decorations, fixtures, displays, and installations remain strictly within the designated booth area.

Booth owners shall be fully responsible for any incident, loss, damage, or injury arising within or in connection with their designated booth space.

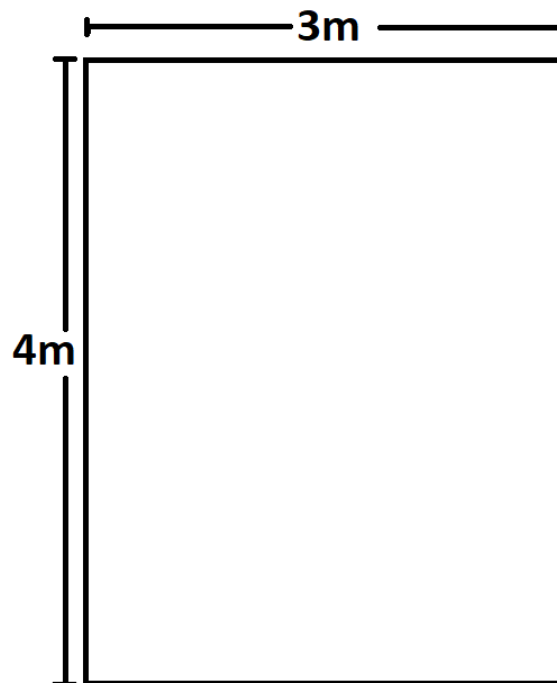


Photo 1: Photographer Alley Booth Space

2.1.1 Booth Equipment and Height Restriction

All equipment, fixtures, displays, structures, and decorations placed within the booth area must not exceed a maximum height of two (2) metres, measured from the floor. The Organiser reserves the right to require the immediate dismantling, modification, or removal of any equipment or structure that exceeds the permitted height.

2.1.2 Booth Access and Tags

Each booth includes **two (2) Photographer Alley tags** by default. Booth tags must be worn visibly by the respective booth keepers at all times during the Event.

If additional personnel are required to assist with booth operations, applicants may purchase up to **two (2) additional tags** for their helpers, subject to availability.

2.1.3 Overnight Storage

The event halls will be closed after official Event hours. Booth owners may leave their booth items and equipment within their designated booth space overnight between **31 October and 1 November 2026**, at their own risk. Booth owners are strongly advised to remove all cash, valuables, and other items of significant value from the Event premises at the end of each Event day.

The Organiser shall not be responsible for any loss, theft, or damage to items left unattended overnight.

2.2 Set-Up and Breakdown Times

2.2.1 Set-Up Period

Booth set-up will take place from **7:00 p.m. to 11:00 p.m. on Day 0 (30 October 2026)**.

Alternatively, booth owners may check in from **8:00 a.m. onwards on Day 1 and Day 2** and enter the hall before the official opening of the Event to the public.

For access through the hall foyer, only lightweight items such as luggage, foldable carts, collapsible wagons, and hand-carried items will be permitted. Booth set-up outside the designated set-up periods is strictly prohibited unless otherwise authorised by the Organiser.

2.2.2 Booth Readiness and Operating Hours

Booth owners are required to ensure that their booths remain **open, adequately staffed, and fully operational** throughout the official Event hours from **31 October to 1 November 2026, 9:00 a.m. to 6:00 p.m. daily**.

Booth dismantling, packing, or closure may only commence after **6:00 p.m.** on each Event day, unless otherwise instructed by the Organiser.

Any booth owner found to be packing up, dismantling their booth, or ceasing operations before the permitted time will be deemed to have breached these R&R.

Failure to comply with these requirements, including early closure or leaving a booth unattended during official operating hours, may result in the **forfeiture of the booth security deposit**.

2.2.3 Breakdown Period

On Day 2, booth breakdown and dismantling may commence from **5:00 p.m.**, subject to the instructions of the Organiser and venue management.

2.3 Security Measures

2.3.1 Booth Tag Verification

For safety and security purposes, periodic booth tag checks may be conducted throughout the Event to ensure that only authorised booth tag holders are present behind each booth.

This measure is intended to safeguard booth owners' belongings and prevent the unauthorised sharing or misuse of booth tags.

Booth owners and helpers must be able to produce their valid booth tags upon request. Failure to produce a valid booth tag may result in removal from the Event premises and/or forfeiture of the booth security deposit.

2.4 Disability Access

2.4.1 Accessibility Arrangements

Booth owners or participants who require special arrangements to facilitate movement due to a physical disability are requested to notify the Organiser in writing via email prior to the Event.

While the Organiser will make reasonable efforts to accommodate such requests, the availability of specific accessibility facilities or amenities cannot be guaranteed and will be subject to the facilities and limitations of the venue.

3. Prohibited Activities at Photographer Alley

3.1 Prohibited Goods and Services

The following activities, goods, and services are strictly prohibited within Photographer Alley, including but not limited to:

I) Dangerous or Illegal Goods and Services

The sale, display, distribution, or promotion of dangerous or illegal goods and services is strictly prohibited. This includes, but is not limited to, prohibited sharp objects, hazardous chemicals, functioning firearms, stolen or unauthorised copyrighted goods, adult-rated or 18+ content, sexual services, and other goods or services prohibited under Malaysian law.

II) Commercial, Bootleg, or Industrial Goods

The sale of commercial, bootleg, counterfeit, or industrial goods, whether new or used, is prohibited.

Photographer Alley is intended primarily for the sale and promotion of **self-published works and photography-related products and services**. Companies, commercial organisations, or entities wishing to promote their products or services should consider applying for an appropriate Exhibitor Booth instead.

III) Food and Beverages

The sale of food and beverages of any kind is strictly prohibited within Photographer Alley.

3.1.1 Compliance with Laws and Regulations

All booth owners must comply with applicable Malaysian laws, regulations, venue requirements, and all rules and instructions issued by the Organiser.

3.1.2 Clarification and Enquiries

If you are uncertain whether a particular product, service, activity, or display is permitted, please contact **sales@vax.asia** for clarification before the Event.

4. Disclaimers

4.1 Indemnities and Liability

4.1.1 Indemnification

Booth owners shall fully indemnify and hold harmless Visual Arts Expo, Walkure Events, Taylor's University Lakeside Campus, and their respective representatives against any expenses, costs, claims, losses, liabilities, or damages suffered or incurred as a result of the booth owner's breach of these R&R or any applicable laws, regulations, or venue requirements.

4.1.2 Personal Belongings

Booth owners are solely responsible for the safekeeping of their personal belongings, merchandise, equipment, and other property.

Any loss of property may be reported to the Information Counter. The Organiser will make reasonable efforts to assist in locating lost property should it be handed in.

4.1.3 Promotion of Non-Participating Commercial Brands

Booth owners are not permitted to promote, advertise, or otherwise endorse goods or services associated with commercial brands that are not Exhibitors, Partners, or Sponsors of Visual Arts Expo 2026 within their booth or elsewhere in the Event space.

Booth owners who wish to engage in such promotional activities must submit a written request to **sales@vax.asia** at least **two (2) months prior to the Event** for the Organiser's consideration.

Any approval granted shall be subject to the Organiser's final decision and may be subject to additional terms and conditions.

4.1.4 Photography and Videography Consent

Individuals participating in Visual Arts Expo or projects organised by Walkure Events acknowledge and agree that they may be photographed, filmed, or otherwise recorded by authorised individuals during the Event.

By participating in the Event, individuals grant Visual Arts Expo and Walkure Events permission to use photographs, videos, or other recordings containing their likeness for Event documentation, publicity, promotional, marketing, and related purposes.

Visual Arts Expo and Walkure Events shall not be required to provide advance individual notification to persons appearing in such photographs or recordings.

5. Changes, Amendments and Updates

The Visual Arts Expo Committee reserves the right to amend, revise, supplement, or update these R&R from time to time without prior notice.

Pre-Event: Booth owners are responsible for keeping themselves informed of the latest version of these R&R, which will be made publicly available by the Organiser.

During the Event: Safety officers and Event personnel may conduct periodic inspections and checks throughout the Event and may implement reasonable adjustments or additional requirements where necessary to ensure the safety, security, and smooth operation of the Event.

Event Cancellation, Variation, or Postponement: In the event that the Organiser cancels, materially varies, or postpones the Event, Visual Arts Expo shall be responsible for providing refunds or an alternative arrangement of comparable value, subject to the circumstances and terms determined by the Organiser.

6. Code of Conduct and Violations

6.1 Booth Conduct and Behaviour

6.1.1 Professional Conduct

All booth owners are expected to conduct themselves professionally and respectfully throughout the Event.

Booth owners must comply with these R&R and must not engage in behaviour that disrupts neighbouring booths, inconveniences other participants, or negatively affects the experience of Event attendees.

If a booth owner observes any suspected misconduct, including unauthorised sharing or misuse of booth tags, they are encouraged to report the matter promptly to Event staff. Where possible, relevant photographic or video evidence may be provided to assist with the investigation.

6.1.2 Harassment-Free Environment

Visual Arts Expo maintains a zero-tolerance policy towards harassment, intimidation, threats, or other inappropriate conduct.

Any act of harassment may be referred to the relevant authorities and may result in immediate removal from the Event and/or a permanent ban from future Visual Arts Expo events and projects.

6.1.3 Cleanliness and Hygiene

Booth owners are responsible for maintaining their booth and surrounding area in a clean, orderly, and hygienic condition at all times.

Food and beverages may be consumed within the Event hall, subject to venue requirements.

6.1.4 Medical Emergencies and Infectious Diseases

Booth owners who experience a serious medical condition or are diagnosed with, or reasonably believe that they have contracted, an infectious or contagious illness are requested to notify Event staff as soon as possible.

Where necessary, booth owners are advised to arrange for an authorised helper to operate their booth on their behalf.

Any request for a refund arising from medical circumstances must be supported by appropriate medical documentation, such as a medical report, for the Organiser's consideration. Any refund remains subject to the Organiser's approval and applicable cancellation terms.

6.2 Penalties for Violations

6.2.1 Misuse of Booth Tags

Booth tags must not be shared between multiple individuals or used by persons who are not authorised tag holders.

Booth tag holders must also wear their tags visibly while present at the Event. Any booth owner found to have abused or misused booth tag privileges may have their **booth security deposit and relevant tag privileges forfeited** and may be permanently prohibited from participating as a booth owner in future Visual Arts Expo projects.

6.2.2 Conduct Resulting in Penalties

The booth security deposit may be forfeited, and additional penalties may be imposed, where a booth owner is found to have:

- I) Damaged or destroyed property belonging to Visual Arts Expo and/or Taylor's University Lakeside Campus;
- II) Failed to maintain their booth space in a clean and orderly condition;
- III) Abused, shared, or otherwise misused booth tag privileges;
- IV) Failed to keep their booth open and operational throughout the declared Event operating hours and dates; or
- V) Breached any other applicable provision of these R&R.

6.2.3 Lost Booth Tags

Any lost booth tag must be reported immediately to the Information Counter.

A replacement fee of **RM70.00 per lost tag** will apply. Booth owners are responsible for safeguarding all booth tags issued to them throughout the Event.

7. **Event House Rules**

For the safety, security, and well-being of all participants and attendees, all Photographer Alley booths are subject to the general Event rules and regulations in addition to the Photographer Alley-specific R&R.

Booth owners must comply with all reasonable instructions issued by the Organiser, Event personnel, safety officers, venue management, and authorised representatives throughout the Event.

Failure to comply with Event house rules or reasonable instructions may result in removal from the Event, forfeiture of the booth security deposit, and/or disqualification from future Visual Arts Expo participation.

Important Dates to Remember

Photographer Alley	Dates
Photographer Alley Registration	24 August - 20 September 2026
Booth Confirmation Email	21 - 30 September 2026
Last Day for Booth Cancellation	30 September 2026
Visual Arts Expo 2026	Day 0: 30 October 2026 Day 1: 31 October 2026 Day 2: 1 November 2026

Table 2: Photographer Alley Important Dates